

Seat No. : _____

ZB-122

April-2014

BBA Sem. IV

CC-209 : Marketing Management

Time : 3 Hours]

[Max. Marks : 70

Instructions : (1) All questions are compulsory.
(2) Figures on the right side indicate marks for each question.

1. (a) Explain the following product decisions : (any **two**) **7**
- (1) Packaging
 - (2) Product design
 - (3) Labeling
 - (4) Servicing

OR

List down the steps of New Product Development Process and describe Idea Generation and Idea Screening in detail.

- (b) What do you understand by PLC ? Describe the growth stage of product life cycle along with its characteristics and marketing strategies. **7**

OR

Explain the various product line decisions with examples.

2. (a) Discuss the various factors influencing pricing decisions. **7**

OR

Describe the various special pricing strategies.

- (b) Define Brand Extension. What can be the advantages and risks of brand extension decision. **7**

OR

Write a note on Brand Equity.

3. (a) Define marketing channels and discuss the various channel levels. **7**

OR

Write a note on vertical marketing system (VMS).

(b) Explain the various types of retailing. 7

OR

Write a note on wholesaling.

4. (a) How an effective advertising program can be developed ? Explain. 7

OR

Define Direct Marketing. Discuss the various forms of Direct Marketing.

(b) Define sales promotion. Mention the objectives of sales promotion. 7

OR

Describe the various steps in personal selling process.

5. Do as directed : 14

(i) Write the full form of AIDAS.

(ii) List down the different types of sales force structures.

(iii) Write the full form of DAGMAR.

(iv) If a marketer decides to use warehouses, transportation companies, banks and insurance companies to facilitate transactions with potential buyers, the marketer is using what is called a _____.

(a) service channel

(b) promotion channel

(c) brand channel

(d) relationship channel

(v) Companies are recognizing that much of their market value comes from _____, particularly their brands, customer base, employees, distributor and supplier relations, and intellectual capital.

(a) variable assets

(b) the value proposition

(c) intangible assets

(d) tangible assets

(vi) In business markets, advertising can play a role, but a stronger role may be played by the sales force, _____, and the company's reputation for reliability and quality.

(a) brand image

(b) distribution

(c) promotion

(d) price

- (vii) Mercedes Benz uses which of the following distribution formats in the city of Ahmedabad ?
- (a) Intensive distribution
 - (b) Exclusive distribution
 - (c) Selective distribution
 - (d) Open distribution
- (viii) Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavours, forms, colours, added ingredients, or package sizes) is called a(n) :
- (a) line extension
 - (b) brand extension
 - (c) multi-branding
 - (d) new brands
- (ix) What is the most expensive category of industrial products ?
- (a) Component parts and materials
 - (b) Industrial supplies
 - (c) Raw materials
 - (d) Installations
- (x) Which is the most popular method of pricing ?
- (a) Cost-plus pricing
 - (b) Incremental-cost pricing
 - (c) Psychological pricing
 - (d) Breakeven pricing
- (xi) Shaping and fitting the offer to the buyer's needs, including activities such as manufacturing, grading, assembling, and packaging, describes which of the following key functions performed by members of the marketing channel ?
- (a) information
 - (b) promotion
 - (c) contact
 - (d) Matching

- (xii) With respect to a channel of distribution, the number of intermediary levels within the channel indicates the _____ of a channel.
- (a) width
 - (b) depth
 - (c) length
 - (d) similarity
- (xiii) If a company sells its product directly to the consumer without using any intermediaries, it is using a(n) :
- (a) direct marketing channel
 - (b) indirect marketing channel
 - (c) forward channel
 - (d) hybrid channel
- (xiv) When a brand has achieved an impressive reputation for loyalty, performance and quality, it can be said to have
- (a) brand endurance
 - (b) brand equity
 - (c) brand bonding
 - (d) brand prestige
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